

# Velodrome



## ***Special Features***

- ▶ The Velodrome reaches more than 30,000 dynamic bicycle lovers of all ages each year.
- ▶ The Velodrome at Marymoor Park is the only such facility in the state of Washington and one of only 20 in the United States.
- ▶ The Velodrome is home to major national events, a weekly racing series, training programs, junior development, and thousands of bicycle enthusiasts from around the Sound.
- ▶ Velodrome has hosted major events such as the National Championships (eight times); the Sundance Grand Prix, the 7-Eleven/Bicycling Magazine Grand Prix, and the regional Olympic Trials. The 1990 Goodwill Games found more than 16,000 spectators enjoying racing events.

***Scheduled Use:***      *Year round*

***Racing Season:***      *April - September*

***Audiences:***              *Adults - 70%, Youth - 30%*

## ***Velodrome Advertising Opportunities***

***Fence signs:*** *Prices based upon 4 x 8 ft. — 1/8 inch fiberglass signboards in 1 or 2 colors on white background*

*Three or more colors: add \$50 per color*

# ***Velodrome Packages & Rates***

---

## ***Package A***

### **One Fence Sign (Park Exposure)**

First year:           **\$1250/sign** (cost includes production)

2<sup>nd</sup> & 3<sup>rd</sup> year:   **\$ 950/year**

## ***Package B***

### **Two Fence Signs, front and back of fence (Park & some SR 520 Exposure)**

First year:           **\$1200/sign** (cost includes production)

2<sup>nd</sup> & 3<sup>rd</sup> year:   **\$ 900/sign/year**

All signs subject to 12.84% State Leasehold Tax

## ***Partnership Benefits***

- ▶ Low cost advertising to active adults and children in high-quality facilities all over King County
- ▶ Exposure to thousands of visitors annually who are in an upwardly mobile adult-family age group
- ▶ First right of refusal for multi-year agreements which are cost-effective
- ▶ Make a package: Put your company's message on ball fields, at pools, at the Marymoor Velodrome and the Weyerhaeuser King County Aquatic Center, save money and reach more people.

## **Supporting Your Parks**

**Proceeds from advertising sales at the Velodrome directly support important maintenance and operations which keep our facilities in top condition, such as field preparation, cleaning, and scheduling.**



**King County**

**Call 206-296-4141**